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Part two: biennial programme plan

Programme 23
Public information

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* A/63/50.

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Overall orientation

23.1 In its mission to help fulfil the substantive purposes of the United Nations by strategically communicating the activities and concerns of the Organization to achieve the greatest public impact, the Department of Public Information coordinates its communications campaigns on key priority areas and maintains a balance between new and traditional means of communications. It also makes every effort to widen the pool of its communications partners and to strengthen its outreach to the public in both developed and developing countries through the network of United Nations information centres. The mandate of the Department is contained in General Assembly resolution 13 (I). The Department's work is guided by the priorities laid down by the Assembly and its subsidiary body, the Committee on Information, through resolutions on questions relating to information, the most recent of which are resolutions 62/111 A and B.

23.2 The Department seeks to promote global awareness and enhanced understanding of the work and issues of the United Nations by providing timely, accurate, impartial, comprehensive and coherent information. To this end, using the Millennium Declaration as its guide, the Department will focus on priority themes in support of the three pillars of the Organization: development, peace and security, including peacekeeping, and human rights, as well as climate change. Within these four broad priority themes, the Department will seek to underscore the Secretary-General's emphasis on delivering results, accountability and addressing global challenges for the common good. In addition, the Department identifies Africa as a regional focus and youth as a strategic audience for its communications work.

23.3 The Department works closely with substantive offices of the United Nations system to deliver effective and targeted information programmes on the identified key areas, including for global conferences and observances. It aims to reach and engage audiences worldwide, including Governments, the media, non-governmental organizations, educational institutions, business and professional organizations and other members of civil society to encourage support for the Organization and its objectives.

23.4 To accomplish its mission, the Department takes the following core approaches: strategic working relationships with the substantive departments and offices of the Secretariat and the organizations and bodies of the United Nations system; enhanced use of the latest information and communications technologies, in both traditional and electronic media, to deliver information directly and instantaneously worldwide; the building of expanded grass-roots support through partnerships with civil society organizations; and the parity of official United Nations languages in the preparation of news and communications products.

08-27449

Subprogramme 1
Strategic communication services

Objective of the Organization: to broaden understanding of and support for the work of the United Nations on priority thematic issues, in particular by providing communications support for key United Nations events and initiatives

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Improved quality of media coverage on the thematic priority issues	(a) Higher percentage of balanced or favourable coverage
(b) The objectives of key United Nations initiatives and events are supported and advanced	(b) Increased level of satisfaction expressed by the organizers of key United Nations initiatives and events for the Department's communications materials and services
(c) Improved understanding at the local level of work carried out by the United Nations	(c) (i) Higher percentage of target audiences indicating that their understanding about the United Nations has grown or improved (ii) Increased number of page views of the subprogramme's websites

Strategy

23.5 The subprogramme will be implemented within the Department of Public Information by the Strategic Communications Division, which consists of the Communications Campaigns Service, the Information Centres Service, including the network of United Nations information centres, and the Committee Liaison Unit.

23.6 The objective will be accomplished by developing communications guidance and messages that are more focused, through better vertical integration of campaigns and messages between the Department at Headquarters and the network of United Nations information centres in the field, as well as through improved horizontal integration between the Department and the respective information components of United Nations funds, programmes and agencies. At the national level, the network of United Nations information centres will continue to closely integrate their work with the strategic and communication priorities of United Nations resident coordinators and country teams, while benefiting from more thorough, timely and targeted information from the subprogramme's offices concerned with development, peace and security, and human rights issues. Specially designated information centres will continue to assist other centres in their respective regions in sharing resources and in developing messages and communications campaigns that are tailored to regional or subregional needs and interests. The United Nations Communications Group will be utilized to enhance the coordination of communications activities between the Department and the wider United Nations system, through inter-agency task forces to harmonize communications on priority issues for the Organization. In addition, communications efforts that have a particular national or regional resonance will be strengthened through United Nations communications groups at the country and regional levels.

23.7 In order to enhance public understanding of the aims and activities of the United Nations, information products will be created in official languages and local languages for delivery to target audiences. Strategic media outreach activities, including press conferences, and interviews with senior officials will also be organized. Websites in local languages will continue to be maintained and strengthened by the network of United Nations information centres.

23.8 Operational support and strategic communications advice will continue to be provided to the information components of United Nations peace missions, as well as to political missions as appropriate.

Subprogramme 2
News services

Objective of the Organization: to strengthen support for the United Nations by enhancing the quality, format and timeliness of the subprogramme's news and information products about the Organization, and by increasing the geographic range and frequency of use by media outlets and other users

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Increased utilization by media organizations and other users of news, information and related multimedia products about the United Nations	(a) (i) Increased partnerships with radio and television, consumers and rebroadcasters, by language and by region
	(ii) Increased number of page views and unique visits to the United Nations website, including the News Centre, by official language
	(iii) Increased number of individual end-user downloads of radio and television products and high-resolution photographs
(b) Timely access for news organizations and other users to daily meeting-coverage press releases, television packages, photos and other information products	(b) Maintenance of the current percentage of products meeting deadlines

Strategy

23.9 The subprogramme will be implemented primarily by the News and Media Division, supported by the Office of the Spokesperson for the Secretary-General and by the network of United Nations information centres.

23.10 The objective will be accomplished through the timely delivery of accurate, balanced and, where feasible, customized news and information materials and services, namely, radio, television, video, photographic, print and Internet, to media and other users globally, utilizing new information technologies to reach a wider audience more quickly. Multilingualism and developing-country media will be particular priorities of the subprogramme's outreach efforts.

23.11 New information technologies will also enable the subprogramme to continue to improve access from the field, especially during times of breaking news, as well as to enhance its integrated multimedia services.

23.12 Taking advantage of the opportunities provided by new technologies for disseminating and receiving information, such as mobile devices, will require innovative associations with information providers, supplementing partnerships and other forms of collaboration with broadcasters and other redisseminators. Such collaborations will help to meet the needs of a global audience by offering the widest possible range of information providers and quality material that reflects the priorities identified by Member States, including the Millennium Development Goals. Special programmes will be produced and distributed as required.

Subprogramme 3
Outreach and knowledge-sharing services

Objective of the Organization: to enhance understanding of the role, work and concerns of the United Nations, and to encourage the exchange of ideas, information and knowledge in support of the goals of the Organization

Expected accomplishments of the Secretariat	Indicators of achievement
(a) Strengthened and expanded relationships with partners	(a) Increased partnerships with relevant organizations within the United Nations system and externally
(b) Increased awareness of outreach and knowledge-sharing services and products	(b) (i) Maintenance of the level of clients expressing satisfaction with the subprogramme's products and services (ii) Increased number of page views of the subprogramme's websites

Strategy

23.13 Subprogramme 3 will be implemented by the Outreach Division, which includes the Civil Society Service, the Dag Hammarskjöld Library and Knowledge-Sharing Centre (DHLink), other United Nations information services, as applicable, the Sales and Marketing Section, the Advocacy Unit and the secretariat of the Publications Board and the Exhibits Committee.

23.14 These offices will work to inform and stimulate debate on the Organization's priority issues through outreach efforts targeted to the public and in alliance with key partners, including non-governmental organizations, the academic community, educational institutions, celebrity advocates, such as the Messengers of Peace, partner libraries (including depository libraries), other representatives of civil society and the media. They will also work to provide relevant information products and services to facilitate the work of Member States, Secretariat staff and researchers and to support internal communications at the United Nations. The offices will provide enhanced access to information and knowledge and promote

increased participation and involvement in the United Nations work through conferences, briefings, exhibits, publications and teaching materials.

23.15 The objective will be accomplished by expanding the Division's relationships with internal and external partners and by furthering their understanding of the basic principles and priority issues of the Organization. The Division also seeks to involve these audiences in the concerns addressed by the United Nations and provide them with a platform from which their concerns can be communicated to the Secretariat. Emphasis in the area of information management will be based on the needs of clients to have access to information in support of the goals of the Organization. Increased focus will be placed on coaching and training, support for staff and delegates on information management using technological tools and strengthening internal communications within the Secretariat. Full use will be made of the opportunities provided by information and communications technologies, including the Internet, webcasting and videoconferencing, to reach larger audiences, encouraging their interaction with the Organization and enhancing their access to information about the United Nations and global issues. Management and preservation of DHLink collections and digitization of official United Nations documentation will be addressed to ensure improved access. The Steering Committee for the Modernization and Integrated Management of United Nations Libraries, led by the Department of Public Information, works in partnership with other United Nations libraries to establish common policies, standards and services, including methods for evaluating and measuring the performance of library services.

Legislative mandates

General Assembly resolutions

13 (I)	Organization of the Secretariat (annex I)
55/2	Millennium Declaration
60/1	2005 World Summit Outcome
60/7	Holocaust remembrance
60/252	World Summit on the Information Society
61/95	United Nations Disarmament Information Programme
62/82	Special information programme on the question of Palestine of the Department of Public Information of the Secretariat
62/96	Assistance to survivors of the 1994 genocide in Rwanda, particularly orphans, widows and victims of sexual violence
62/111 A	Questions relating to information: information in the service of humanity
62/111 B	Questions relating to information: United Nations public information polices and activities
62/122	Permanent memorial to and remembrance of the victims of slavery and the transatlantic slave trade

62/137	Follow-up to the Fourth World Conference on Women and full implementation of the Beijing Declaration and Platform for Action and the outcome of the twenty-third special session of the General Assembly
62/147	International Covenants on Human Rights
62/179	New Partnership for Africa's Development: progress in implementation and international support